

CallerID Reputation Management Best Practices and Solutions



- Increased filtering in 2021 due to TRACED act/FCC STIR/SHAKEN rules
- Post STIR/SHAKEN- Trust but monitor
- Impacts customer and sales calls
- CallerID networks are unreliable
- New SIT tone for blocked calls
- Signs your calls/texts are being blocked/labelled
- Monitoring for changes



TrustCall Deliverability Solution Competitive Advantages



TrustCall

Direct carrier lookups with authenticated data sources with wireless/VoIP carriers and blocking app companies

Proof of concept testing available pre-sales

No long-term contract commitment

Realtime monitoring and alerts

Dashboard and API access

CallerID deliverability consulting

Simple pricing based on number of CID numbers

Proven success of increasing contact rates with quick implementations in days

Other CID reputation Platforms

- Misleading data sources without authenticated sources
- Requires long term commitment and minimums
- Limited pre-sales CID testing
- Historical data only
- No API access and limited ability to automate an overall solution
- Limited insight into current CID ecosystem
- Complicated pricing structure resulting in higher pricing
- Lengthy start up process and drawn-out implementation

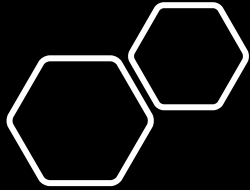
Call Deliverability Customer Case Study



Prior to monitoring

- Low connect rates: 8%
- Higher than usual busy and no answers.
- TCPA complaints and demand letters daily due to “scam likely”
- Operational cost of one FTE to manage
- No automation or insight into scores
- Agents frustrated with Robokiller and reporting CX issues
- Paying for more DIDs than necessary

- After 30 days on TrustCall
- Increased connect rates to 18% within one week
- Lower monthly spend on DIDs
- Better customer experience
- Reduced TCPA and DNC settlement shakedowns
- Automated CallerID negative scoring detection and remediation with fresh DIDs



TrustCall® Prevent unwanted caller ID blocking and labeling.

TrustCall® is a real-time monitoring and alerts dashboard that provides actionable intelligence to help you address unwanted call labeling and blocking issues. Proactively monitor the trust reputation of your outposted ANI numbers and get email notifications when it could directly impact your call deliverability.

• KEY FEATURES OF TRUSTCALL®

- Maximize call deliverability by identifying the "scam likely" or "spam likely" score of your CallerID numbers
- Easily manage all your numbers in one place with the TrustCall® management dashboard.
- Daily and real-time alerts when the trust reputation of your outposted numbers changes.
- Track pesky app blacklist that only takes one user complaint against Robokiller and Nomorobo

TrustCall Provides Scam Tagging for CallerID numbers

Full Carrier SPAM scores, FTC and Call Blocking Apps such as Nomorobo and Robokiller

Realtime monitoring with alerts help increase contact rates

<input type="checkbox"/>	Number	Label	Most Recent Spam Score	Historical Spam Score	Maximum Spam Score	Region	Locale	FTC Complaints	App Score
<input type="checkbox"/>	(215) 987-5866	SEE	Medium	4	High	PA	Philadelphia Zone 3	4 Details	Flagged Details
<input type="checkbox"/>	(717) 200-2669	SEE	Medium	4	High	PA	Loysville	0	Clean
<input type="checkbox"/>	(714) 783-1752		Clean	2	Medium	CA	Anaheim	0	Clean
<input type="checkbox"/>	(732) 443-3365	SEE	Clean	2	Medium	NJ	Long Branch	0	Flagged Details
<input type="checkbox"/>	(201) 620-6807		Clean	0	Clean	NJ	Bayonne	0	Clean
<input type="checkbox"/>	(202) 730-3036		Clean	0	Clean	DC	Washington Zone 1	0	Flagged Details
<input type="checkbox"/>	(203) 433-3342		Clean	0	Clean	CT	Branford	0	Clean
<input type="checkbox"/>	(205) 747-4881		Clean	0	Clean	AL	Birmingham	0	Clean
<input type="checkbox"/>	(206) 751-1139		Clean	0	Clean	WA	Seattle	0	Clean
<input type="checkbox"/>	(207) 530-5053		Clean	0	Clean	ME	Augusta	0	Flagged Details

Page 1 of 21 10
Show FTC Complaints in last 90 days


Run a free CallerID reputation score check today!

Contact ryan@dnc.com



TrustCall Reports


Daily and Realtime Alerts on CallerID status

TrustCall@ Monitor Report

Hello Demo Account,

Below is your TrustCall@ **Daily** report. If you would like to see your report online log into DNCScrub and click on TrustCall@ Monitor.


Number	Label	Current Score	Historical Score	Maximum Score	FTC Count	Nomorobo	RoboKiller
(323) 310-0271		High	4	High	0	Flagged	Flagged
(423) 621-5054		High	5	High	1	Clean	Clean
(781) 222-9795		High	4	High	1	Flagged	Clean
(888) 412-3506		High	4	High	3	Flagged	Flagged
(971) 286-3807		High	4	High	1	Clean	Clean
(201) 735-1805		Medium	4	High	2	Clean	Flagged
(702) 979-2114		Medium	4	High	1	Flagged	Flagged
(716) 281-4783		Medium	4	High	1	Clean	Clean
(734) 291-0123		Medium	4	High	1	Clean	Clean
(941) 265-4303		Medium	4	High	1	Clean	Clean
(160) 485-6749		Clean	0	Clean	1	Clean	Clean

TrustCall@ Monitor Report

Hello Demo Account,

TrustCall@ Monitor has detected that the App score for phone numbers we monitor have changed.

Phone	Previous Status	New Status
(781) 222-9795	Clean	Flagged

TrustCall@ Monitor Report

Hello Demo Account,

TrustCall@ Monitor has detected FTC complaints for phone number(s) below.

FTC Complaints Found

Phone	Violation Date	State	Subject	Recorded Message
(321) 259-3229	06/24/2021	Iowa	Warranties & protection plans	N

TrustCall Monitor Pricing

Simple per number per month rates based on total CallerID numbers monitored

No setup or hidden fees. Month to month terms. Can be added to existing DNC/TCPA scrub plans with same login credentials.

Numbers monitored	Monthly per number	Total Monthly Cost
Up to 53	\$100 Flat	\$ 100.00
54	\$1.88	\$ 97.20
75	\$1.80	\$ 135.00
100	\$1.72	\$ 172.00
175	\$1.64	\$ 287.00
250	\$1.56	\$ 390.00
350	\$1.48	\$ 518.00
500	\$1.40	\$ 700.00
700	\$1.32	\$ 924.00
900	\$1.24	\$ 1,116.00
1,100	\$1.16	\$ 1,276.00
1,400	\$1.08	\$ 1,512.00
1,700	\$1.00	\$ 1,700.00
2,000	\$0.93	\$ 1,860.00
2,500	\$0.87	\$ 2,175.00
3,000	\$0.81	\$ 2,430.00
3,500	\$0.75	\$ 2,625.00
4,000	\$0.69	\$ 2,760.00
5,000	\$0.63	\$ 3,150.00
6,000	\$0.57	\$ 3,420.00
7,500	\$0.52	\$ 3,900.00
9,000	\$0.47	\$ 4,230.00
11,000	\$0.42	\$ 4,620.00
13,000	\$0.37	\$ 4,810.00
15,000	\$0.33	\$ 4,950.00
20,000	\$0.29	\$ 5,800.00
40,000	\$0.26	\$ 10,400.00
60,000	\$0.23	\$ 13,800.00
80,000	\$0.21	\$ 16,800.00
100,000	\$0.19	\$ 19,000.00

TrustCall. Run a free CallerID reputation check today.

Find out if your CallerID numbers are displaying as “Scam likely” or are being blocked.

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